

## Message Text

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PAGE 01 STATE 200915

10

ORIGIN COME-00

INFO OCT-01 NEA-09 ISO-00 EB-05 RSC-01 /016 R

66611

DRAFTED BY: COM/BIC/OIM/PROGDEV/MRD/LOUGHLIN

APPROVED BY: EB/OCA/REP:GPWILSON

COM/BIC/OIM/PROGDEV/MRD/NBASSETT-216

COM/BIC/OIM/PROGDEV/RCS/CGENDREAU-216

----- 124313

R 122104Z SEP 74

FM SECSTATE WASHDC

TO AMEMBASSY TEL AVIV

UNCLAS STATE 200915

E.O. 11652: NA

TAGS: BEXP, BFOL, IS

SUBJECT: GLOBAL MARKET RESEARCH: AAS

REF: STATE 103575

1. APPRECIATE ESI FORTHRIGHT ATTEMPT ADDRESS PROBLEMS  
REFTEL, BUT MUST CLEAR UP FEW ITEMS NOT RESOLVED IN  
REMEDIAL SUBMISSION.

2. REMAINING TABULAR INCONSISTENCY BETWEEN IL AND US DOLS  
VERSIONS 1976 FORECASTS PP 13, 14 NOT RPT NOT IN CONVERSION  
BUT RATHER IN IDENTITY EQUIPMENT TO BE PURCHASED.  
DESCRIPTOR "METEOROLOGICAL RADAR," WORTH DOLS 60,000  
ON P. 14, MISSING ALTOGETHER FROM P. 13, AND FOLLOWING TWO  
LINES' ENTRIES STAGGERED. NOTHING NEEDS BE RECALCULATED;  
ACCEPTED ESI EXPLANATION CONVERSIONS IN FIRST INSTANCE. MERELY  
WANT KNOW WHAT VALUES CORRESPOND TO WHAT LABELS FOR THOSE MID-  
PAGE LINES CITED PARA 4 REFTEL.

3. "CHAPTAIN" INQUIRY PARA 12 REFTEL REFLECTS GENUINE  
IGNORANCE AND NEED FOR DATUM HERE. QUESTION NOT SNIDE OR  
FRIVOLOUS. REQUEST EMB IDENTIFY IF ESI CANNOT.

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4. LOOK FORWARD ESI EARLIEST POSSIBLE SUBMISSION OF REFORMED

TABLE 7, DETAILING AIRCRAFT REGISTRATION BY TYPE, AS  
SUBMISSION NOTED COULD BE MADE AVAILABLE IN ANOTHER WEEK OR  
TWO SEPARATE BREAKDOWN BY WEIGHT AND ENGINE CONFIGURATION NOT  
RPT NOT NECESSARY IF REGISTRATION GIVEN BY MAKE AND MODEL.

5. AGAIN WISH EMPHASIZE THAT GENERALLY QUITE PLEASED  
WITH ESI STUDY. IT NOT UNCOMMON FOR CONTRACTORS HAVING  
PERFORMED FIRST RESEARCH FOR COMMERCE TO BE TAKEN ABACK  
BY CLOSE SCRUTINY GIVEN, COMPARED TO PRIVATE CLIENTS'. HOPE  
EMB WILL EXPLAIN TO ESI THAT IT IS NEED FOR SUPERIOR  
LEVEL CREDIBILITY IN COMMERCE PROMOTIONAL PUBLICATIONS THAT  
REQUIRES EXCEPTIONAL RIGOR IN RESEARCH. IF THERE DISENCHANT-  
MENT BETWEEN LINES OF ESI SUBMISSION, REQUEST EMB ATTEMPT  
ALLAY AND ENCOURAGE FUTURE BIDDING. MANY CONTRACTORS, ONCE  
INITIATED, WELCOME REGIMEN OF COMMERCE JOBS TO KEEP STAFF  
HONED. KISSINGER

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 12 SEP 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Subject:** GLOBAL MARKET RESEARCH: AAS  
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